

AGING in MASSACHUSETTS

Shaping the Future



Governor's Council to Address Aging in Massachusetts

4 November 2019

1:00 to 3:00 PM

1 Ashburton Place, Boston, MA

Welcome

Approval of May 2019 Minutes

Updates from Governor's Council to Address Aging Co-Chairs

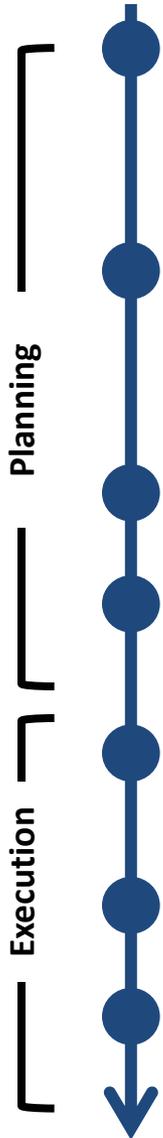
Spotlights

- Age- and Dementia Friendly Update: Where Are We Now?
- City of Boston's Age Strong Commission: Reframing Aging Campaign
- Embracing Carers™: Public Service Announcement for Caregiving
- GoGoGrandparent: Innovation, Technology and Transportation

Progress Review – Discussion/Feedback from Council Members

Closing Remarks

Where We Are



April 2017

- Governor Baker signs Executive Order 576, establishing the Governor’s Council to Address Aging in Massachusetts
- Received input from 500+ residents from four listening sessions across the Commonwealth and input from web portal
- Convened four expert panels and received data and documentation from thought leaders in the field

December 2017

- Council released initial blueprint with future state vision, priorities framework, and potential recommendations within that framework
- Established five workgroups to put forth recommendations on specific topics: Housing, Transportation, Caregiving, Employment, Innovation and Technology

January 2018

- Became the 2nd state in the nation to enroll in the AARP Network of Age-Friendly Communities

December 2018

- Council released final blueprint with 28 recommendations and 67 action steps. 19 recommendations are in progress

January 2019

- *ReiMagine Aging* Age-Friendly Massachusetts Action Plan accepted by AARP with all 28 recommendations from the Governor’s Council to Address Aging embedded in the plan

May 2019

- Council reconvened to discuss progress against the 28 recommendations

November 2019

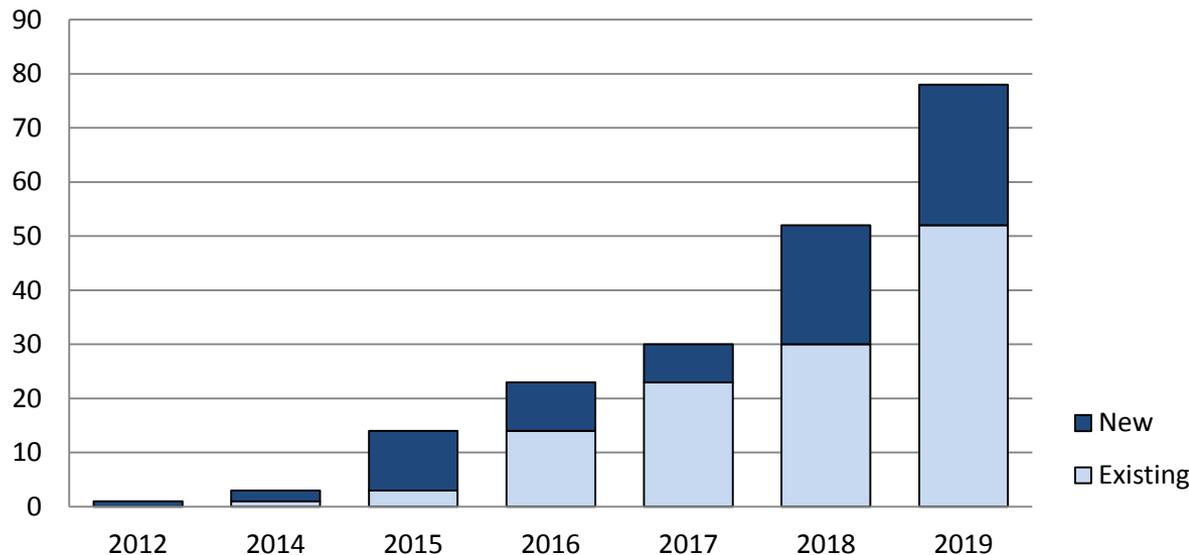
- Meeting of the Council to discuss progress and implementation
- Council will continue to meet semi-annually to review progress



Growing the Age- and Dementia Friendly Movement

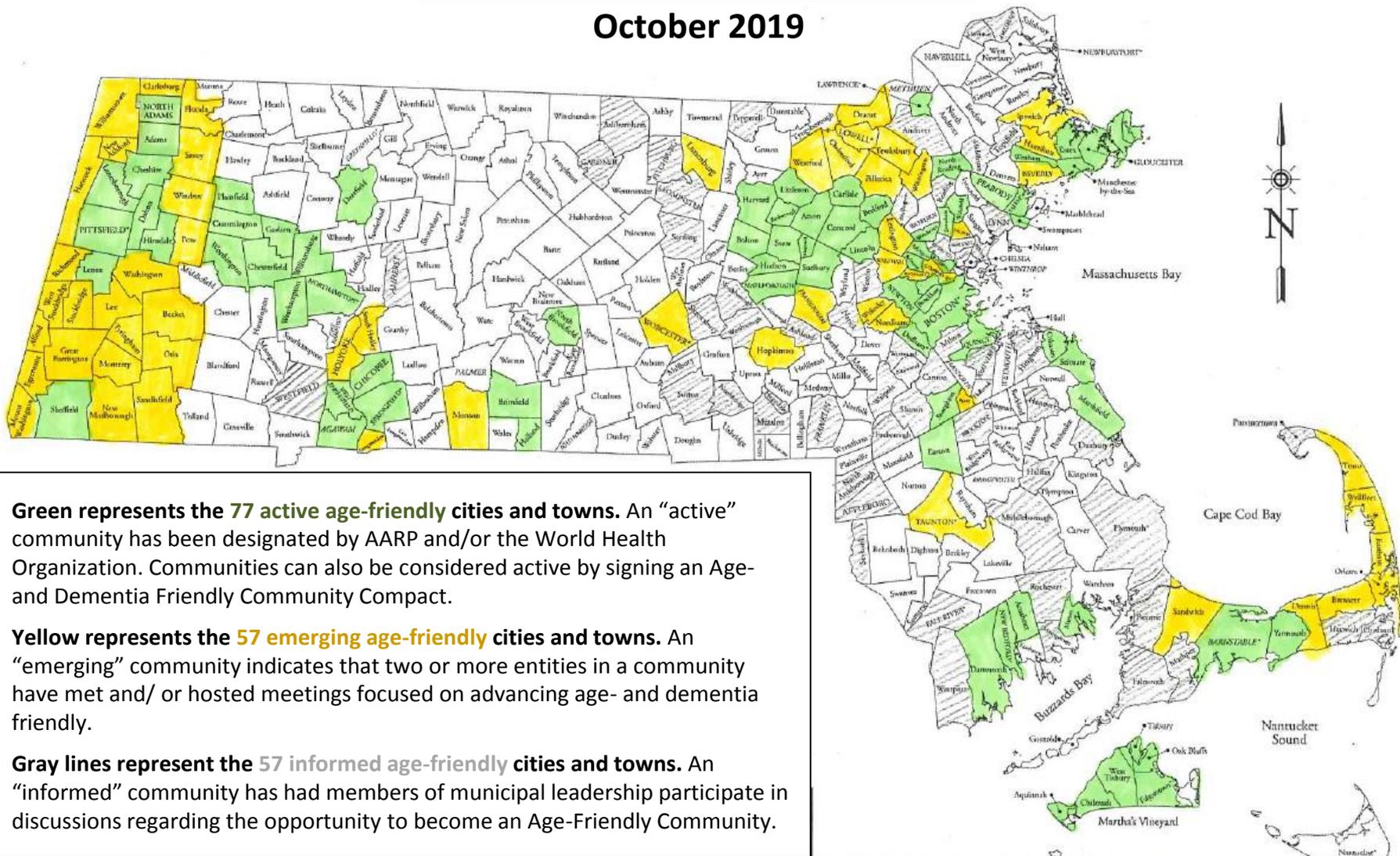
The age- and dementia friendly movement has rapidly grown in Massachusetts with a total of 191 communities engaged in the age-friendly movement, 165 participating in dementia friendly activities, and 116 communities engaged in both movements.

**Growth of Active Age-Friendly Communities
(2012-2019)**



In the first year (2019) of the Age-Friendly Massachusetts Action Plan, 26 new communities have joined AARP's Network of Age-Friendly States and Communities and 17 communities have signed the newly established Dementia Friendly pledges.

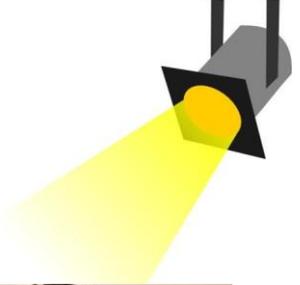
Status of Age-Friendly Communities October 2019



- **Green represents the 77 active age-friendly cities and towns.** An “active” community has been designated by AARP and/or the World Health Organization. Communities can also be considered active by signing an Age- and Dementia Friendly Community Compact.
- **Yellow represents the 57 emerging age-friendly cities and towns.** An “emerging” community indicates that two or more entities in a community have met and/ or hosted meetings focused on advancing age- and dementia friendly.
- **Gray lines represent the 57 informed age-friendly cities and towns.** An “informed” community has had members of municipal leadership participate in discussions regarding the opportunity to become an Age-Friendly Community.

Changing Perceptions and Addressing Ageism

The City of Boston's Age Strong Commission launched a public awareness campaign to spark a dialogue about ageism, dispel stereotypes, and promote a positive conversation on aging featuring eight older Bostonians.



SEE HOW WE AGE STRONG

 <p>How do you #AgeStrong?</p> <p>Sandra Harris, 68</p> <p>I am a lot of things, and inactive isn't one of them.</p>	 <p>How do you #AgeStrong?</p> <p>Irene Morey, 103</p> <p>I am a lot of things, and senile isn't one of them.</p>	 <p>How do you #AgeStrong?</p> <p>Harry Pierre, 67</p> <p>I am a lot of things, and cranky isn't one of them.</p>
 <p>How do you #AgeStrong?</p> <p>Vinny Marino, 83</p> <p>I am a lot of things, and frail isn't one of them.</p>	 <p>How do you #AgeStrong?</p> <p>Leo Romero, 84</p> <p>I am a lot of things, and childish isn't one of them.</p>	 <p>How do you #AgeStrong?</p> <p>Judy Yee, 70</p> <p>I am a lot of things, and frumpy isn't one of them.</p>

OVER the HILL

I am in my prime. I model professionally, volunteer with my church, practice tai chi, and love to dance. I am a lot of things, and over the hill isn't one of them.

This is how I #AgeStrong.

-Smiler, 86



City of Boston
Age Strong Commission
Mayor Martin J. Walsh

HELPLESS

I am an LGBT advocate and recovery activist. I lead a peer support group, and keep fit by riding my bike in the city. I am a lot of things, and helpless isn't one of them.

This is how I #AgeStrong.

-Rob, 59



City of Boston
Age Strong Commission
Mayor Martin J. Walsh



Visit the [campaign website](#) to watch the "I'm Aging Strong" video

Supporting Family Caregivers

Embracing Carers™ aims to provide better support and recognition of caregivers across the globe. In Massachusetts, they have focused on increasing self-identification and awareness of caregiving. Embracing Carers™ will feature Governor Charlie Baker as part of their caregiving public service announcement.



embracing
carers

your time can
make a huge
difference

Time Counts is supporting individuals caring for a loved one by asking society to give time to connect with a caregiver.

Give Your Time

Health Care Innovation Community Recognizing the Importance of Mobility

In 2019, GoGoGrandparent participated in the MassChallenge HealthTech program in partnership with the Executive Office of Elder Affairs, City of Boston, and MeHI. Their solution, a concierge service that connects people to on-demand rideshare services without a smartphone, was the only non-traditional health care startup recognized in the competition and they received a Platinum Prize.



25 June 2019

MassChallenge HealthTech Awards More Than \$200K in Cash Prizes to Top Digital Health Startups

\$40K PLATINUM WINNER

GoGoGrandparent (Mountain View, CA): Helping older adults use on-demand transportation companies without needing a smartphone.



GO GO
GRANDPARENT

- ✓ Get a ride with just a phone call
- ✓ Curb-to-curb, non-emergency rides
- ✓ Available 24/7 in 200+ cities
- ✓ Up to 35% less expensive than a taxi
- ✓ No smartphone or app required
- ✓ Speak with a helpful operator anytime
- ✓ Driver usually arrives within 15 minutes - no pre-scheduling required!

1 (855) 464 - 6872
www.gogograndparent.com

The Governor's Council to Address Aging continues to be a catalyst for thinking innovatively about growing older in Massachusetts.

Recent Highlights

- ✓ Conducted 10 customized in person **reframing aging** trainings and two webinars with over 700 participants in 2019.
- ✓ Finalized **employer toolkit** to increase awareness and support for working family caregivers.
- ✓ Hosted international **Aging2.0 Revolutionize Conference** to promote cross-sector innovation related to aging and caregiving.
- ✓ Published **Massachusetts Municipal Association quarterly magazine** focused on age- and dementia friendly, including an online resource for communities.
- ✓ Continued to **renovate bus stops** and encourage amenity improvements in Gateway Cities, including shelters and benches.

Upcoming Initiatives

- ❑ Convening scheduled with **Barr Foundation grantees** to discuss transportation and mobility opportunities for older adults.
- ❑ Launch event planned with the **business community** to increase awareness about caregiving as a workforce priority.
- ❑ Department of Housing and Community Development updated **design standards for state-funded senior housing** to be included in the final 2020-2021 Qualified Allocation Plan.
- ❑ Year one progress report for the **Age-Friendly Massachusetts Action Plan** to be submitted to AARP in January 2020.
- ❑ Executive Office of Health and Human Services agencies to participate in the **MassChallenge HealthTech** 2020 program.

All 28 recommendations are now actively in progress or in development.

(In May 2019 there were two recommendations still waiting to be launched)

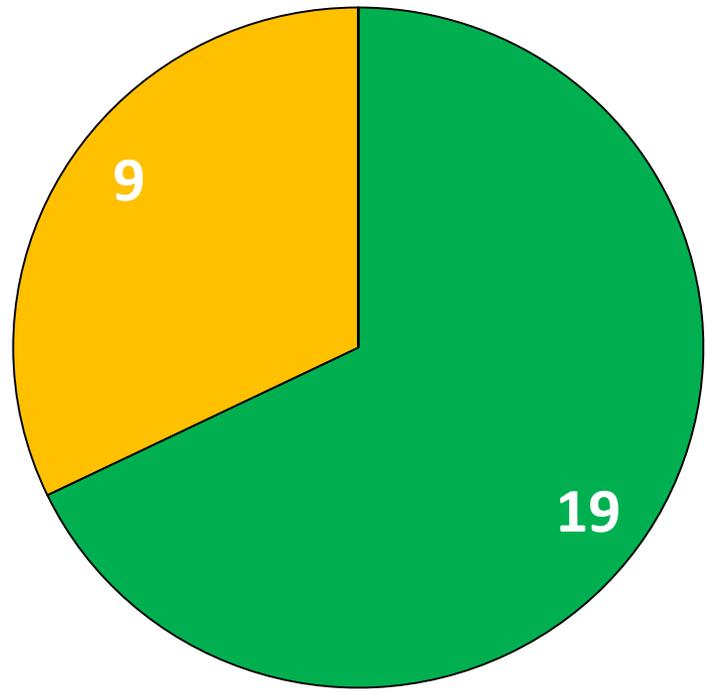
We are continuing to move the needle on all 28 recommendations:

In Progress: Recommendation is progressing as expected and no additional input is required.

- **19 Recommendations**

In Initial Development: Recommendation is progressing and is in the early stages of implementation.

- **9 Recommendations**



■ In Progress ■ In Initial Development

Status of Governor’s Council Recommendations

Improve Economic Security (1 of 3)



1. Partner with employers to strengthen businesses’ support of family caregivers in the workplace

<p>Progress Updates:</p> <ul style="list-style-type: none"> Massachusetts Business Roundtable selected caregiving as a priority for 2019-2020 and is continuing discussions with businesses to bring awareness to the needs and supports available for family caregivers. Executive Office of Health and Human Services has initiated conversations within the agency on the importance of supporting family caregivers, including Caregiver Lunch and Learns for staff. Massachusetts Business Roundtable hosted second meeting on caregiving; the Executive Office of Elder Affairs presented the recommendations of the Governor’s Council to Address Aging and previewed the employer toolkit. 	<p>Next Steps:</p> <ul style="list-style-type: none"> Continue to coordinate with the Massachusetts Business Roundtable to increase awareness of caregiving as a workforce priority and share strategies to support them. Publish Employer Toolkit on Mass.gov and pursue pilots with employers to test Employer Toolkit and other helpful resources. Identify champions from the business community to highlight this issue and share their stories as part of a November National Family Caregiver Month symposium.
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2. Educate older adults on the benefits of working longer

<p>Progress Updates:</p> <ul style="list-style-type: none"> Employment Workgroup developed elevator speech, presentation for human resources, and Social Security claiming guide. Convened subject matter experts in older adult workforce and economic security issues to discuss Governor’s Council to Address Aging strategies and prioritize action steps. 	<p>Next Steps:</p> <ul style="list-style-type: none"> Develop strategy to disseminate Employment Workgroup materials to employers.
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3. Introduce an auto-IRA program to increase retirement savings

<p>Progress Updates:</p> <ul style="list-style-type: none"> 2Life Communities updated their benefits structure to increase the economic security of their employees, including increased 401(k) contributions from employees as well as their match as an employer which led to 100% of 2Life Communities employees having a retirement savings account. 	<p>Next Steps:</p> <ul style="list-style-type: none"> Continue to identify best practices and explore legislative options to expand the CORE plan and advance “work and save” programs through AARP MA and the Massachusetts Treasurer’s Office.
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Status of Governor's Council Recommendations

Improve Economic Security (2 of 3)

4. Establish an Age-Friendly Employer Designation program

Progress Updates:

- On-going discussion and research of various employer designation programs available in Massachusetts, including AARP's Employer Pledge Program and RetirementJobs.com's Certified Age Friendly Employer Program.

Next Steps:

- Create strategy to elevate awareness of existing employer designation programs available in Massachusetts and increase their participation among employers.

5. Promote value of older workers with businesses

Progress Updates:

- Ongoing efforts to raise awareness of the value of older workers in statewide conversations.
- [Cape Cod Senior Community Service Employment Program](#) (SCSEP) hosted a Workforce for the Future Symposium and Breakfast to highlight the value of older workers.
- Convened subject matter experts in older adult workforce and economic security issues to discuss Governor's Council to Address Aging strategies and prioritize action steps.

Next Steps:

- Include initiatives to support older workers and raise awareness of value of older workers with employers in Workforce Innovation and Opportunity Act (WIOA) 2020-2024 State Plan.
- Continue to develop and promote the business case and best practices in recruiting and retaining older workers.

6. Support training career centers to better serve older job seekers

Progress Updates:

- Executive Office of Elder Affairs trained [MassHire](#) directors and front line staff on the needs of older workers and services available to support them.

Next Steps:

- Continue to engage with MassHire programs to ensure that the needs of older job seekers are being met.

7. Improve access and affordability of health care coverage for older residents

Progress Updates:

- The Fiscal Year 2020 General Appropriations Act included the Baker-Polito Medicare Savings Program proposal which will directly impact approximately 40,000 low income older adults by significantly reducing health care costs. The program will begin on January 1, 2020.

Next Steps:

- Deploy outreach strategy to ensure older residents understand their eligibility for the Medicare Savings Program.



In Progress



In Initial Development



To Be Launched

Executive Office of Health and Human Services

Status of Governor's Council Recommendations

Improve Economic Security (3 of 3)

8. Increase awareness and utilization of property tax deferral programs

Progress Updates:

- MCOA and Executive Office of Elder Affairs are working to increase awareness of [property tax deferral](#) as part of the Age-Friendly movement, including what the program is, options for altering the program at a local level, and best practice examples.
- Executive Office of Elder Affairs created a one-pager about the property tax deferral program that can be shared with cities and towns in the context of creating age-friendly communities.

Next Steps:

- Continue to disseminate information and best practices to increase awareness of property tax deferral options in cities and towns throughout the state.

9. Increase resources to expand supportive housing production for all income levels

Progress Updates:

- MassHousing conducted senior housing market needs analysis, which underscored unmet needs for senior housing production and supportive services in affordable housing.
- Continued advocacy for increased access to Section 202 housing led to release of funds appropriated by Congress in FY17 and a portion of those appropriated for FY18. Housing Workgroup Co-Chairs drafted a letter to the U.S. Department of Housing and Urban Development regarding proposed budget cuts for FY20.

Next Steps:

- Use information from the MassHousing market needs analysis to drive the development of a loan product for moderate-income supportive housing production.



In Progress



In Initial Development



To Be Launched

Executive Office of Health and Human Services

Draft for Policy Development Only 13

Status of Governor’s Council Recommendations



Ensure Access and Affordability of Services (1 of 2)

10. Expand supportive services in state public housing	
<p>Progress Updates:</p> <ul style="list-style-type: none"> • MassHealth and Aging Services Access Points are exploring different approaches to resident service coordination in supportive housing. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Utilize information from MassHealth and Aging Services Access Points to elevate best practices and creative approaches to supportive housing.
11. Improve self-identification of family caregivers and awareness of resources	
<p>Progress Updates:</p> <ul style="list-style-type: none"> • Mass.gov topic page for family caregiving created: https://www.mass.gov/topics/caregiving. • Massachusetts eHealth Institute is increasing awareness in the technology and innovation community of the potential opportunities for innovative solutions for caregivers. • Executive Office of Elder Affairs’ collaboration with Embracing Carers has created pathways for Massachusetts to contribute to national campaigns, such as national caregiving public service announcement. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Explore additional media channels, such as podcasts, to increase self-identification and support of family caregivers. • Continue planning for large scale awareness event in November as part of National Family Caregiver Month. • Continue to work with members of the business community to explore a report on the state of caregiving in Massachusetts.
12. Support training, education, and career ladder programs to promote professional direct care workforce development	
<p>Progress Updates:</p> <ul style="list-style-type: none"> • Executive Office of Health and Human Services has assigned a dedicated resource to focus on the direct care workforce. • Fiscal Year 2020 General Appropriation Act includes funding for training of the home health workforce of the Massachusetts state home care program and EOEA is in initial development of creating an online training for home health aides, as well as in-person training to upskill the workforce. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Gather and compile information across state agencies to develop a strategy to address the direct care workforce. • Implement an accessible and standard training program and career ladder for the home health workforce.

Status of Governor’s Council Recommendations



Ensure Access and Affordability of Services (2 of 2)

13. Ensure that programs, services and information are inclusive of all populations (e.g., culture, language, economic status, ability, location, etc.)	
<p>Progress Updates:</p> <ul style="list-style-type: none"> • Savvy Caregiver, an evidence-based training for individuals caring for someone living with Alzheimer’s, is now available in Spanish. • Dementia Conversations programs have increased conversations about Alzheimer’s within African American congregations. • Councils on Aging have designed programming to be inclusive of vision impaired and deaf and hard of hearing populations. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Launch LGBTQ+ training for aging service providers. • Continue to tailor programs, services, and information to be culturally competent and accessible for people of all abilities. • Encourage the technology and innovation community to consider diverse populations and needs in products and services.
14. Reimagine the continuum of in-home and facility-based services for those who need long-term services	
<p>Progress Updates:</p> <ul style="list-style-type: none"> • Frail Elder Waiver went into effect January 1, 2019 to provide additional home and community-based services to older adults. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Begin intentional work to improve the continuum of long-term care services including in-home and facility-based services.
15. Integrate health care, behavioral health and coordinated care	
<p>Progress Updates:</p> <ul style="list-style-type: none"> • The Alzheimer’s Advisory Council began meeting to advise the Executive Office and the legislature on the state’s Alzheimer’s disease policy. • EOHHS has embarked on a statewide Behavioral Health Ambulatory Treatment System redesign. Listening sessions were conducted in eight locations throughout the state. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Promote that Senior Care Options, Frail Elder Waiver and State Home Care Programs now include evidence- based programs. • Provide training in older adult behavioral health crisis management to aging services providers and other community organizations. • Release the Request for Information to gather input on best practices for outpatient behavioral health care and coordination across the continuum.
16. Make better use of transportation tools that are already available	
<p>Progress Updates:</p> <ul style="list-style-type: none"> • MassMobility developed and piloted two trainings to assist local staff on finding transportation and define creative options to expand mobility. • Best practice program materials for travel instruction are available online at www.mass.gov/info-details/offering-travel-instruction. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Publish trainings online and disseminate throughout the aging services network, transportation providers, and other community organizations. • Explore ways to increase awareness of and participation in mobility services, such as travel instruction in diverse communities.

Status of Governor's Council Recommendations

Promote Age-Friendly Communities (1 of 2)

17. Support the age- and dementia-friendly efforts in local municipalities

Progress Updates:

- Age- and dementia-friendly included as best practices in [Community Compacts Program](#). Currently, one municipality has been granted a compact (Essex).
- AARP MA, Executive Office of Elder Affairs, Massachusetts Healthy Aging Collaborative, and Dementia Friendly Massachusetts have presented at various statewide and regional forums to encourage age- and dementia-friendly initiatives.
- ReiMAGine Aging: Massachusetts Age- and Dementia-Friendly Community Summit convened 100+ participants from communities across the Commonwealth to share best practices and ideas.
- [Integrated age- and dementia-friendly toolkit](#) developed, piloted, and launched as a user-friendly web-based tool.
- [JF&CS' Memory Café Toolkit](#) has contributed to the growth of [memory cafés](#) in Massachusetts with 102 through the state in March 2019.
- Mass Municipal Association's [Municipal Advocate](#) dedicated a quarterly publication to age- and dementia-friendly communities.

Next Steps:

- Continue to find ways to support age- and dementia-friendly efforts by publishing guidelines and toolkits and increasing visibility into best practices and lessons learned.
- Massachusetts Healthy Aging Collaborative to publish inclusive communities toolkit to encourage local age- and dementia-friendly initiatives to engage diverse populations.

18. Support a statewide age- and dementia-friendly effort

Progress Updates:

- The state submitted [Age-Friendly Massachusetts Action Plan](#) (*ReiMAGine Aging: Planning Together to Create an Age-Friendly Future for Massachusetts*) to AARP in January 2019.
- Massachusetts leads the nation in number of dementia-friendly communities with 160 communities as of March 2019 and MCOA and [Dementia Friendly Massachusetts](#) have hosted 13 regional idea exchanges across the state.

Next Steps:

- Continue to embed aging in all policies through interactions with various sectors such as state and local government, aging service providers, entertainment and media, academia, business, and philanthropy.



In Progress



In Initial Development



To Be Launched

Executive Office of Health and Human Services

Status of Governor’s Council Recommendations

Promote Age-Friendly Communities (2 of 2)



19. Develop design standards for all state-funded senior housing to maintain tenancies in the face of increased frailty

<p>Progress Updates:</p> <ul style="list-style-type: none"> Department of Housing and Community Development updated design standards for state-funded senior housing to be included in the final 2020-2021 Qualified Allocation Plan. 	<p>Next Steps:</p> <ul style="list-style-type: none"> Discuss design standards with senior housing developers and finalize 2020-2021 Qualified Allocation Plan.
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20. Improve the built environment through structural enhancements and policy to improve mobility and transportation

<p>Progress Updates:</p> <ul style="list-style-type: none"> MassDOT/ MBTA analyzed all bus stops within the MBTA service area. 32 bus stops with high older adult ridership and in need of improvement were identified in Gateway Cities in the MBTA service area. MassDOT, MassMobility, Executive Office of Elder Affairs and members of the Transportation Workgroup are in process of sharing this analysis with municipal leaders. MassDOT/ MBTA have launched an initiative specifically targeting improving bus stops throughout the service region. 	<p>Next Steps:</p> <ul style="list-style-type: none"> Continue to bring bus stop data and best practices to cities and towns, starting with Gateway Cities. Support other Regional Transit Authorities to begin analysis of bus stops and older adult ridership in their service regions. Encourage local municipalities to pursue grant opportunities to improve bus stops.
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Status of Governor's Council Recommendations

Facilitate Connection and Engagement (1 of 2)

21. Increase opportunities for lifelong learning and service for older adults and caregivers

Progress Updates:

- Three universities in Massachusetts are involved in the [Age-Friendly University](#) movement. UMass became the first university system to join the movement and five campuses have earned the Age-Friendly University global designation.
- City of Boston convened second [Senior Civic Academy](#); curriculum includes aging policy, advocacy training, and meetings with local, state, and federal administrators and elected officials.

Next Steps:

- Continue to celebrate and encourage encore careers, volunteerism, and civic engagement later in life.
- Expand Age-Friendly University and [Age-Friendly Health Systems](#) in Massachusetts.

22. Partner with local organizations to promote connection and engagement for older adults and caregivers, including multigenerational opportunities

Progress Updates:

- Libraries are increasingly engaged in age- and dementia-friendly initiatives. Many offer [Dementia Friends](#) training, resources for family caregivers such as [Savvy Caregiver](#) training, and [memory cafés](#).
- MassHire Career Center in Fall River is exploring a reverse mentoring pilot between older and younger job seekers.

Next Steps:

- Promote existing opportunities and best practices for connection and engagement, including MIT AgeLab's OMEGA, Encore's Gen2Gen Initiative, and Tree House Foundation.

23. Build on successful programs that identify risk for isolation and depression

Progress Updates:

- The Fiscal Year 2020 General Appropriations Act includes a new line item for behavioral health services for older adults, which includes outreach, counseling, resource management and system navigation for community-dwelling older adults with mental health needs.
- Two new Elder Mental Health Outreach Teams have been formed in the Berkshires and Boston.
- The Elder Mental Health Collaborative has conducted trainings for Certified Older Adult Peer Specialists and behavioral health crisis management for older adults.

Next Steps:

- Continue to support and expand the network of behavioral health services for older adults across Massachusetts, including the Elder Mental Health Outreach Teams.
- Continue to provide and expand training opportunities that address behavioral health needs and substance use disorder.



In Progress



In Initial Development



To Be Launched

Executive Office of Health and Human Services

Status of Governor’s Council Recommendations

Facilitate Connection and Engagement (2 of 2)



24. Support older drivers and those in transition by addressing upstream determinants

<p>Progress Updates:</p> <ul style="list-style-type: none"> • CarFit and MassMobility are scheduling a series of CarFit Technician and Event Coordinator trainings to increase capacity for the CarFit program throughout Massachusetts. • MassMobility is developing webinars and training materials to educate Registry of Motor Vehicles and aging service providers to help older adults transition from driving to other options. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Educate medical professionals, aging service providers, and older adults on the benefits of good eye health through a partnership with Massachusetts Medical Society, UMass Boston, and Massachusetts Strategic Highway Safety Plan. • Promote CarFit program and training opportunities at statewide conferences.
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25. Explore new ways to fulfill a rider’s “total trip” through supportive transportation and Transportation Network Companies

<p>Progress Updates:</p> <ul style="list-style-type: none"> • Through the 2019 MassChallenge HealthTech Competition, Executive Office of Elder Affairs hosted roundtable discussion with GoGoGrandparent (GoGo), a startup concierge service for Transportation Network Companies, with members of the aging services network. GoGo was selected as a platinum prize winner and is using their award to explore a “door-through-door” service pilot. • MassMobility published a report, Partnerships with Transportation Network Companies to Improve Mobility for Older Adults, People with Disabilities, and Low-Income Individuals in Massachusetts, that highlights innovative partnerships between transit authorities, human service agencies, and Transportation Network Companies. • Many local communities have adopted versions of on-demand transportation to fill service gaps and promote “last mile” transit. Examples include the GO GATRA shuttle bus in Foxborough, Mansfield and Plainville, and the NewMo service in Newton. 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Continue to partner with Babson College’s FutureLab on Mobility to define challenges, opportunities and best practices related to door-through-door transportation and other mobility needs.
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Status of Governor's Council Recommendations

Other Big Ideas (1 of 1)

26. Reframe the conversation about aging from a “challenge” to an “asset” and reduce stigma surrounding aging and caregiving

Progress Updates:

- Tufts Health Plan Foundation developed reframing training strategy to increase awareness of ageism and help people alter the language used to describe aging.
- Tufts’ Master Trainer has completed 10 in-person trainings and two webinars in 2019 with over 700 participants.
- The [Dementia Friends](#) movement has generated over 2,600 Dementia Friends and continues to reduce stigma.

Next Steps:

- Continue to conduct reframing training with stakeholders and partners outside of the aging field, including policy makers, media, and the technology and innovation community.
- Determine what resources and additional training are needed and explore possibility of creating a technical assistance center.

27. Amplify cross-sector collaboration and partnerships to address opportunities in aging

Progress Updates:

- Initial planning has begun for the creation of The Longevity Collaborative, envisioned as a consortium of leaders in government, finance, business, healthcare, academia, and other sectors who are committed to improving the quality of life of older adults through innovation and technology.

Next Steps:

- Secure commitments from potential Longevity Collaborative participants.

28. Harness the longevity economy and make Massachusetts the Silicon Valley of Aging

Progress Updates:

- The [In Good Company Optimal Aging Challenge](#) finished in December 2018 with four finalists selected: Care.Coach, Share Kitchen, FriendshipWorks, and Help Around Town.
- The state is a strategic launch partner of [AGENCY](#), a combination of co-working space and event programming, hosted by the Cambridge Innovation Center. AGENCY’s goal is to develop and scale ideas that help older people, families, caregivers, and communities.
- Hosted international [Aging2.0 Revolutionize Conference](#) to promote cross-sector innovation related to aging and caregiving.
- EOHHS agencies – DDS, MCB and EOE – are Champions for the 2020 MassChallenge HealthTech program.

Next Steps:

- Continue to participate in the 2020 MassChallenge HealthTech program and increase awareness of opportunities in aging.



In Progress



In Initial Development



To Be Launched

Executive Office of Health and Human Services

Discussion Questions for Council Members

- **Do you have any feedback on any of the spotlights or recommendations?**
- **Where do you see opportunities for additional initiatives to be included?**
- **What recommendations or action items would you like to hear more about?**